



Guide to organising a Student Voter Registration drive

This guide and our Democracy Pack will help you run a Voter Registration (VR) drive on your university campus, in your college or in halls of residence, in order to ensure that young people DON'T GET FROZEN OUT.

If you feel as strongly as we do about the need to ensure young people get heard, then make sure you, your friends and colleagues register to vote before the 18 April 2016 deadline.

Ultimately, it is all about making sure that democracy works for everyone.

You can make a difference before the 5 May 2016 election by running a VR drive now.

- 1) **Book a stall in a very prominent area on your campus.** Aim for the core hours – normally 11am – 3pm. The stall should be the focal point of your activity, the place where students can come to, register to vote and find more about the HOPE not hate – Ben & Jerry's Voter Registration campaign.
- 2) **Get your Student Union on board** and surround yourself with a team of passionate volunteers
- 3) **Use the flyers and stickers in this pack to create a buzz** before the VR drive
- 4) **Place posters in key areas around the campus** and make clear the place, time and date when the VR drive will take place
- 5) **Get on broad as many student societies as possible.** Ask them to ensure all their members are registered to vote and that they will advertise your big VR drive

6) **Make sure every student media outlet on campus promotes VR** in general and your VR drive in particular

7) **Have fun!** Take pictures to celebrate your efforts. Please use hashtag #FrozenOut and tag us @hopenoathate and @benandjerrysUK on social media

So, good luck with making sure young people don't get frozen out and remember:

- Let everyone know they need to **have handy the National Insurance number** otherwise the registration process is not complete
- Students should register both at the Uni/ College address and the home address, so you can vote in the 5 May election (at your term address) and the EU Referendum on 23 June (at your permanent address)
- Our website www.hopenothate.org.uk/educational/vr/ has all the information you need on who can register to vote, how and where to send the VR forms once filled in
- If you have any other questions or need help with a big VR drive, please do not hesitate to contact us at elisabeth@hopenothate.org.uk

Best of luck defrosting democracy,

Elisabeth

VR Campaign Manager

www.hopenothate.org.uk/educational/vr/